

ABSTRACT OF THE DISCLOSURE

[0055] A method and apparatus of driving a liquid crystal display device that is adaptive for preventing a deterioration of picture quality. More specifically, a method of driving a liquid crystal display includes dividing input data into most significant bit data and least significant bit data, delaying the most significant bit data for one frame period, and modulating the most significant bit data in accordance with a difference between the delayed most significant bit data and the current most significant bit data, wherein the modulated data have a data width not wider than that of the input data and not narrower than that of the most significant bit data.